JS 44 (Rev. 11/04)

CIVIL COVER SHEET

The JS-44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. [SEE INSTRUCTIONS ON THE REVERSE OF THE FORM.]

 I. (a) PLAINTIFFS Blue Nile Inc., a Delaware corporation, (b) County of Residence of First Listed Plaintiff King (EXCEPT IN U.S. PLAINTIFF CASES) (c) Attorneys (Firm Name, Address, and Telephone Number) Elizabeth L. McDougall/Breena M. Roos Perkins Coie LLP 					DEFENDANTS IDEAL DIAMOND SOLUTIONS, INC. d/b/a IDS, Inc., Verified Independent Diamond Purchaser's Affiliation, and Vidpa, et al. County of Residence of First Listed Defendant Delaware (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE LOCATION OF LAND INVOLVED Attorneys (If Known)		
1201 Third Avenue, #4800, Seattle, WA 98101 (206) 359-8000 II. BASIS OF JURISDICTION III. CIT					IZENCIIID OE DDINCI	DAI DADTIEC	WYTH 1 0 D 0 D 1 1 100
	(Place an "X" in One Box C U.S Government Plaintiff U.S. Government Defendant			Citizen of 7 Citizen of A	CITIZENSHIP OF PRINCIPAL PARTIES (For Diversity Cases Only) PTF DEF Zen of This State DEF This State This State DEF This State This State DEF This State This State This State DEF This State This State DEF This State This State		
IV. NATURE OF SUIT (Place an "X" in One Box Only)							
	CONTRACT	TOR			FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
□ 110 Insurance □ 120 Marine □ 130 Miller Act □ 140 Negotiable Instrument □ 150 Recovery of Overpayment & Enforcement of Judgment □ 151 Medicare Act □ 152 Recovery of Defaulted Student Loans (Excl Veterans) □ 153 Recovery of Overpayment of Veteran's Benefits □ 160 Stockholders Suits □ 190 Other Contract □ 195 Contract Product Liability □ 196 Franchise REAL PROPERTY □ 210 Land Condemnation □ 220 Foreclosure □ 230 Rent Lease & Ejectment □ 240 Torts to Land □ 245 Tort Product Liability □ 290 All Other Real Property		PERSONAL INJURY 310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle 355 Motor Vehicle Product Liability 360 Other Personal Injury CIVIL RIGHTS 441 Voting 442 Employment 443 Housing/ Accommodations 444 Welfare 445 Aerr. w/Disabilities - Employment	PERSONAL INJURY 362 Personal Injury— Med. Malpractice 365 Personal Injury— Product Liability 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY 370 Other Fraud 371 Truth in Lending 380 Other Personal Property Damage 785 Property Damage Product Liability PRISONER PETITIONS PRISONER PETITIONS 510 Motions to Vacate Sentence HABEAS CORPUS 530 General 535 Death Penalty 540 Mandamus & Other 550 Civil Rights		610 Agriculture 620 Other Food & Drug 625 Prug Related Seizure of Property, 21 U.S.C. 881 630 Liquor Laws 640 R & Truck 650 Airline Regs 660 Occupational Safety/Health 690 Other LABOR 710 Fair Labor Standards Act 720 Labor/Mgmt Relations 730 Labor/Mgmt. Reporting & Disclosure Act 740 Railway Labor Act 790 Other Labor Litigation 791 Empl. Ret. Inc. Security Act	□ 422 Appeal 28 U.S.C. § 158 □ 423 Withdrawal 28 U.S.C. § 157 PROPERTY RIGHTS □ 820 Copyrights □ 830 Patent □ 840 Trademark SOCIAL SECURITY □ 861 HIA (1395ff) □ 862 Black Lung (923) □ 863 DIWC/DIWW (405(g)) □ 864 SSID Title XVI □ 865 RSI (405(g)) FEDERAL TAX SUITS □ 870 Taxes (U.S. Plaintiff or Defendant) □ 871 IRSThird Party 26 U.S.C. § 7609	□ 400 State Reapportionment □ 410 Antirust □ 430 Banks and Banking □ 450 Commerce/ICC Rates/etc. □ 460 Deportation □ 470 Racketeer Influenced and □ Corrupt Organizations □ 480 Consumer Credit □ 470 Cable/Sat TV □ 810 Selective Service □ 850 Securities/Commodities/ □ Exchange □ 875 Customer Challenge 12 U.S.C. □ 83410 □ 890 Other Statutory Actions □ 891 Agricultural Acts □ 892 Economic Stabilization Act □ 893 Environmental Matters □ 894 Energy Allocation Act □ 895 Freedom of Info. Act □ 900 Appeal of Fee Determination Under Equal Access to Justice □ 950 Constitutionality of State Statutes □ 890 Other Statutory Actions
2 1	RIGIN (Place an "X" in Or 1 Original 2 Reme Proceeding State	oved from 3 Remande		□ 4 Reinstat			ct □ 7 Appeal to District Judge from
	AUSE OF ACTION	Cite the U.S. Civil Statute 17 U.S.C. § 101, et seq. a Brief description of cause Direct, vicarious and/or c	(specify) g. (Do not cite jurisdictional sta	atutes unless diversity.)	Magistrate Judgment		
VII. REQUESTED IN COMPLAINT: Unfair Competition; and Civil Conspiracy COMPLAINT: CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23				DF	EMAND: Injunctive relief d damages to be proven at al	Check "YES" only if de JURY DEMAND: ☑ Y	
VIII. DATE	RELATED CASE IF ANY:	JUDGESIGNATURE OF ATTORNEY	Y OF RECORD		DOCKET NUMBER		
	March 8, 2010	s/Breena M. Roos					
FOR OF	FICE USE ONLY T # AMOU	UNT APPI	LYING IFP		JUDGE	MAG. JUDGE	

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Authority For Civil Cover Sheet

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- **I.** (a) **Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys. Enter firm name, address, telephone number, and attorney of record. If there are several attorneys list them on an attachment, noting in this section "(see attachment)."
- **II. Jurisdiction.** The basis of jurisdiction is set forth under Rule 8(a), F.R.C.P., which requires that jurisdiction be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.

United States plaintiff. (1) Jurisdiction is based on 28 U.S.C. §§ 1345 and 1348. Suits by agencies and officers of the United States are included here.

United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.

Federal question. (3) This refers to suits under 28 U.S.C. § 1331 where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence and box 1 or 2 should be marked.

Diversity of citizenship. (4) This refers to suits under 28 U.S.C. § 1332 where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; federal question actions take precedence over diversity cases.)

- **III. Residence (citizenship) of Principal Parties.** This section of the JS-44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- **IV. Nature of Suit.** Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the description of the cause of action, in Section V below, is sufficient to enable the deputy clerk or the statistical clerks in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.
 - V. Origin. Place an "X" in one of the seven boxes.

Original Proceedings. (1) Cases which originate in the United States district courts.

Removed form State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C. § 1441. When the petition for removal is granted, check this box.

Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.

Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.

Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. § 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.

Multidistrict Litigation. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. § 1407. When this box is checked, do not check (5) above.

Appeal to District Judge from Magistrate Judge. (7) Check this box for an appeal from a magistrate judge's decision.

VI. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite** jurisdictional statues unless diversity. Example: U.S. Civil Statue: 47 USC 553

Brief Description: Unauthorized reception of cable service

VII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, Fed. R. Civ. P.

Demand. In this space enter the dollar amount (in thousands of dollars) being demanded or indicate other demand such as a preliminary injunction.

Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.

VIII. Related Cases. This section of the JS-44 is used to reference related pending cases if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.